

REMARKS

In the Office Action, claims 1-11, 13-21 and 23-25 were rejected under 35 U.S.C. §102(e); and claims 12 and 22 were rejected under 35 U.S.C. §103(a). Applicant respectfully disagrees with and traverses the rejections for at least the reasons below.

In the Office Action, claims 1-11, 13-21 and 23-25 were rejected under 35 U.S.C. as being anticipated by U.S. Patent No. 5,910,776 to Black ("Black"). *Black* discloses a system and method for identifying, locating and monitoring equipment via RFID interface placed in an electrical outlet. See, *Black*, col. 3, lines 60-65. *Black* discloses embodiments including a RFID transponder located in or around an electrical plug used for powering electrical or electronic equipment. See, *Black*, Abstract. Information regarding the status of the electronic equipment flows from the electronic equipment (i.e., the electronic apparatus) to the RFID reader and on through a network to a central computing system 61. See, *Black*, Fig. 5. The information flows in only one direction.

Of the pending claims at issue, claims 1, 14, 15, 16, 24 and 25 are the sole independent claims. Claims 1, 14, 15 recite, among other elements, an information processing apparatus for *sending and receiving* an information signal *to and from* an electronic apparatus. *Black* merely teaches the *monitoring* of electronic devices such as an electronic pump 21 and electronic monitors 31,41 with regard to whether or not they are plugged into an electrical receptacle having an RFID reader. See, *Black*, col. 4, line 59 to col. 5, line 4. The RFID reader is simply a reader and does not send an information signal to the electronic apparatus, as required by the claimed invention.

Also, the Examiner asserts that *Black* teaches a method, apparatus and medium for identifying and monitoring equipment including means to acquire product information and other data which can be updated. Applicant respectfully submits that the interpretation of this portion *Black* (see, col. 3, lines 13-15) is misplaced. *Black* discloses that the RFID transponders carry product information, specific instructions, and other data which can be changed or updated. However, the information, instructions or data are not updated by a product-history updating means through an information signal sent to the electronic apparatus by the information processing apparatus, as required by the claimed invention. As discussed above, *Black* does not disclose a system with two-way communication. Indeed, *Black* elaborates that the read-write

type transponders are changed by the user during the course of normal use, rather than by a product-history updating means included in an information processing apparatus. See, *Black*, col. 3, lines 16-22.

Furthermore, none of the cited art, alone or in combination, discloses control-information acquiring means for acquiring, from said electronic apparatus, control information used for *writing* or reading product history information which includes at least one of purchase information and repair information concerning said electronic apparatus and product-history updating means for *updating the product history information stored in said electronic apparatus* based on the control information stored in said control-information identification/storage means as recited in claim 1, and similarly in claims 14-16, 24 and 25. For example, *Black* is completely silent with regard to acquiring purchase information and repair information, and also does not teach *updating* the product history information. This is consistent with the primary function of *Black* as discussed above, which is to simply monitor equipment.

Accordingly, Applicant respectfully submits that the anticipation rejection is improper and should be withdrawn for at least the reasons above.

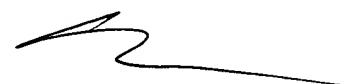
The *Clare* reference is primarily relied on by the Examiner for the general idea of tracking purchase information. As admitted in the Office Action, *Black* fails to disclose a purchase information that provides specific information regarding the electronic equipment. See, Office Action, page 4. The *Clare* reference teaches a transaction record 36 that is generated at a POS register via RFID, where the record 36 is forwarded to a remote computer or inventory terminal for tracking and providing security for products purchased in a store. See, *Clare*, col. 6, lines 1-17. While the RFID tags provide date of purchase, *Clare* is silent with respect to repair information. Furthermore, *Clare* does not cure the deficiencies of *Black* as discussed above. Moreover, Applicant maintains that one of ordinary skill in the art would not be motivated to rely on the POS configuration disclosed in *Clare*, as no purchasing is even mentioned in the disclosure of *Black*. As discussed above, *Black* is configured to monitor devices that are plugged into electronic receptacles equipped with RFID readers. Accordingly, Applicant respectfully submits that the rejection under 35 U.S.C. §103 is improper and should be withdrawn.

For the foregoing reasons, Applicant respectfully submits that the present application is in condition for allowance and earnestly solicit reconsideration of same.

Respectfully submitted,

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